



Retail MarketPlace Profile

East End 5min Drive Area
Area: 4.63 square miles

Prepared by Esri

Summary Demographics

2019 Population	13,338
2019 Households	5,580
2019 Median Disposable Income	\$30,777
2019 Per Capita Income	\$22,687

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$144,581,162	\$85,845,353	\$58,735,809	25.5	75
Total Retail Trade	44-45	\$131,536,066	\$78,777,625	\$52,758,441	25.1	58
Total Food & Drink	722	\$13,045,095	\$7,067,728	\$5,977,367	29.7	17

2017 Industry Group

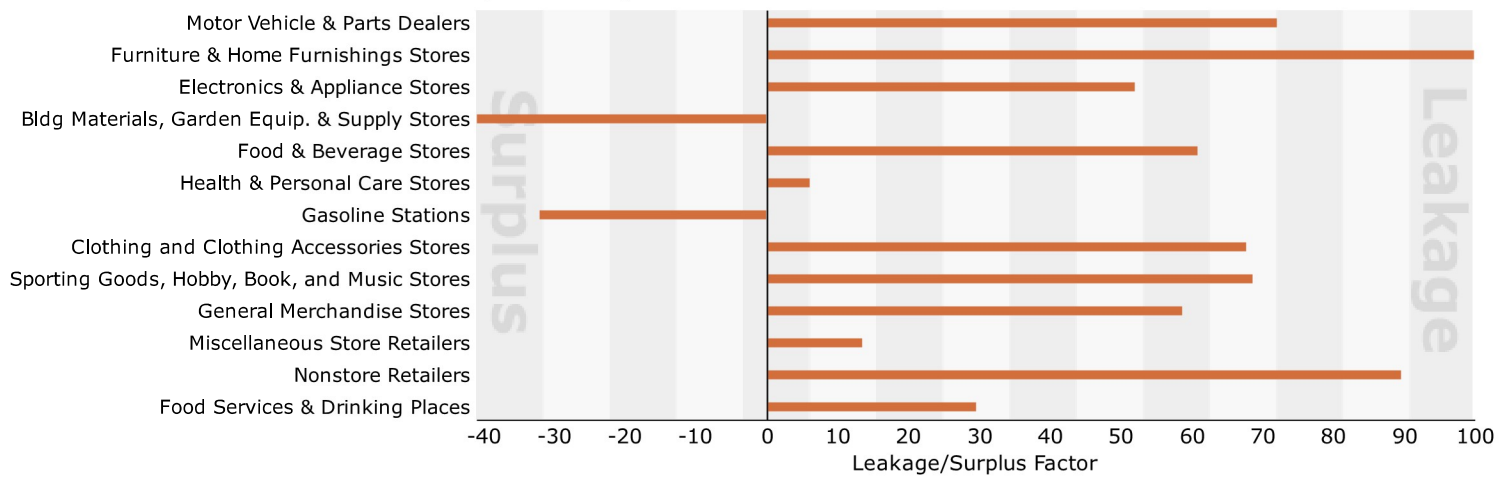
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$28,389,580	\$4,588,482	\$23,801,098	72.2	6
Automobile Dealers	4411	\$24,079,418	\$1,328,224	\$22,751,194	89.5	3
Other Motor Vehicle Dealers	4412	\$2,187,413	\$260,714	\$1,926,699	78.7	1
Auto Parts, Accessories & Tire Stores	4413	\$2,122,749	\$2,999,543	-\$876,794	-17.1	2
Furniture & Home Furnishings Stores	442	\$4,441,849	\$0	\$4,441,849	100.0	0
Furniture Stores	4421	\$2,332,161	\$0	\$2,332,161	100.0	0
Home Furnishings Stores	4422	\$2,109,688	\$0	\$2,109,688	100.0	0
Electronics & Appliance Stores	443	\$4,570,206	\$1,438,386	\$3,131,820	52.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,932,357	\$18,974,294	-\$11,041,937	-41.0	5
Bldg Material & Supplies Dealers	4441	\$7,203,768	\$18,974,294	-\$11,770,526	-45.0	5
Lawn & Garden Equip & Supply Stores	4442	\$728,590	\$0	\$728,590	100.0	0
Food & Beverage Stores	445	\$23,227,988	\$5,646,466	\$17,581,522	60.9	12
Grocery Stores	4451	\$20,015,478	\$4,236,182	\$15,779,296	65.1	8
Specialty Food Stores	4452	\$1,553,568	\$341,875	\$1,211,693	63.9	2
Beer, Wine & Liquor Stores	4453	\$1,658,941	\$1,068,409	\$590,532	21.7	2
Health & Personal Care Stores	446,4461	\$11,492,353	\$10,156,464	\$1,335,889	6.2	3
Gasoline Stations	447,4471	\$14,132,412	\$27,465,927	-\$13,333,515	-32.1	10
Clothing & Clothing Accessories Stores	448	\$9,550,415	\$1,824,619	\$7,725,796	67.9	3
Clothing Stores	4481	\$6,900,895	\$756,869	\$6,144,026	80.2	2
Shoe Stores	4482	\$1,140,217	\$0	\$1,140,217	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,509,303	\$987,629	\$521,674	20.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,587,776	\$665,122	\$2,922,654	68.7	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,002,716	\$433,534	\$2,569,182	74.8	2
Book, Periodical & Music Stores	4512	\$585,060	\$231,588	\$353,472	43.3	1
General Merchandise Stores	452	\$15,298,336	\$3,971,899	\$11,326,437	58.8	2
Department Stores Excluding Leased Depts.	4521	\$9,257,417	\$0	\$9,257,417	100.0	0
Other General Merchandise Stores	4529	\$6,040,919	\$3,971,899	\$2,069,020	20.7	2
Miscellaneous Store Retailers	453	\$5,045,432	\$3,836,825	\$1,208,607	13.6	11
Florists	4531	\$393,444	\$141,383	\$252,061	47.1	2
Office Supplies, Stationery & Gift Stores	4532	\$1,436,596	\$311,013	\$1,125,583	64.4	2
Used Merchandise Stores	4533	\$584,103	\$0	\$584,103	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,631,290	\$3,384,429	-\$753,139	-12.5	7
Nonstore Retailers	454	\$3,867,362	\$209,142	\$3,658,220	89.7	2
Electronic Shopping & Mail-Order Houses	4541	\$3,174,541	\$0	\$3,174,541	100.0	0
Vending Machine Operators	4542	\$69,558	\$175,752	-\$106,194	-43.3	1
Direct Selling Establishments	4543	\$623,263	\$33,390	\$589,873	89.8	1
Food Services & Drinking Places	722	\$13,045,095	\$7,067,728	\$5,977,367	29.7	17
Special Food Services	7223	\$589,658	\$0	\$589,658	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$691,529	\$401,638	\$289,891	26.5	3
Restaurants/Other Eating Places	7225	\$11,763,909	\$6,666,090	\$5,097,819	27.7	14

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

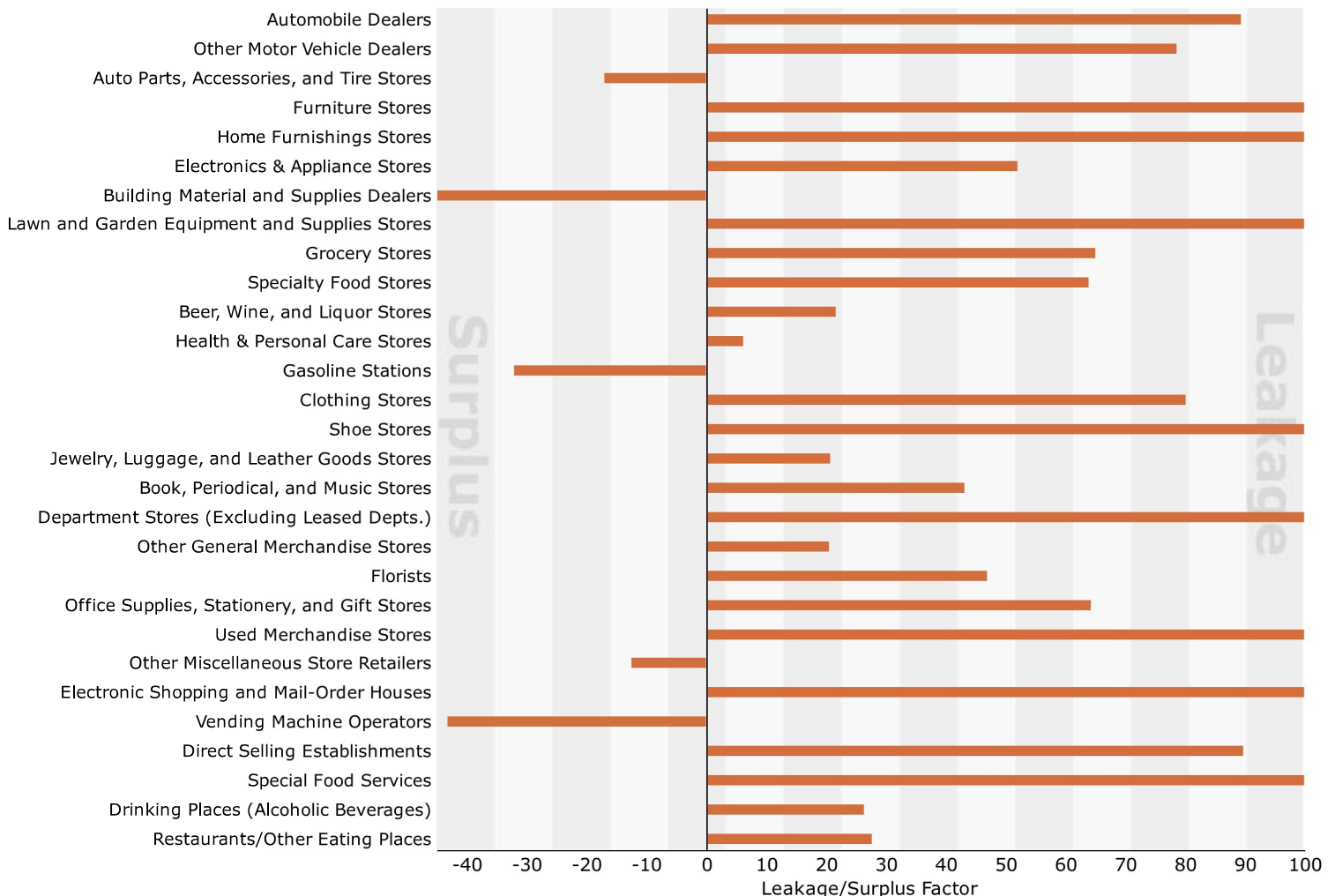
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December 19, 2019

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

East End 10min Drive Area

Area: 37.36 square miles

Prepared by Esri

Summary Demographics

2019 Population	22,705
2019 Households	9,471
2019 Median Disposable Income	\$36,811
2019 Per Capita Income	\$25,879

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$279,970,047	\$446,533,126	-\$166,563,079	-22.9	193
Total Retail Trade	44-45	\$254,641,853	\$423,544,063	-\$168,902,210	-24.9	147
Total Food & Drink	722	\$25,328,194	\$22,989,063	\$2,339,131	4.8	46

2017 Industry Group

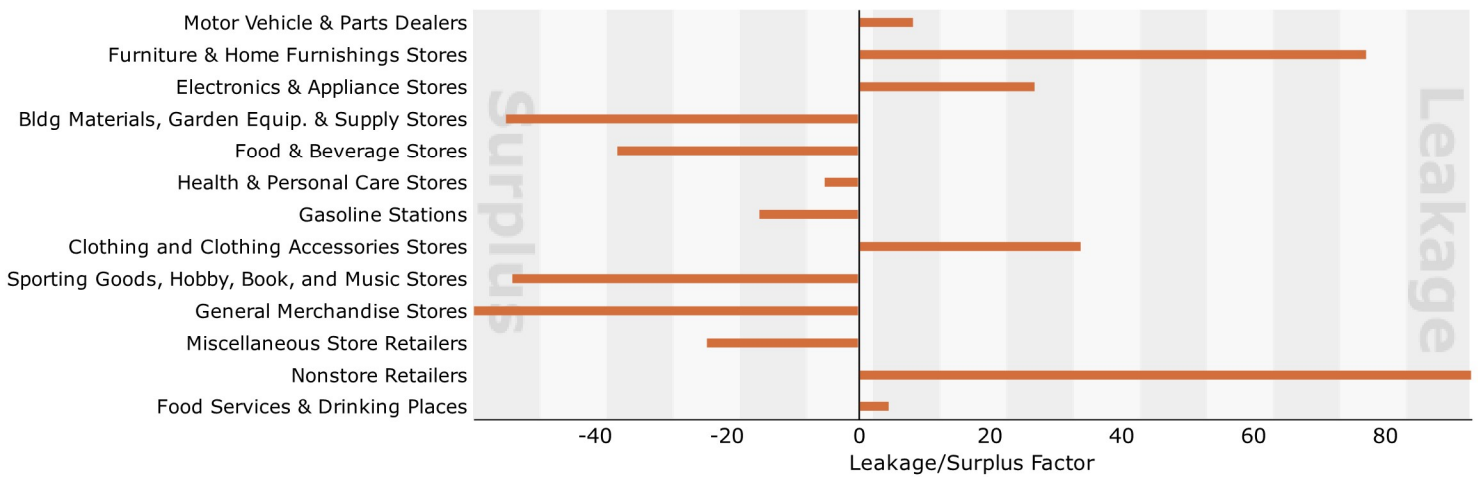
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$54,938,712	\$46,406,470	\$8,532,242	8.4	12
Automobile Dealers	4411	\$46,514,258	\$3,638,518	\$42,875,740	85.5	5
Other Motor Vehicle Dealers	4412	\$4,298,247	\$35,189,712	-\$30,891,465	-78.2	4
Auto Parts, Accessories & Tire Stores	4413	\$4,126,207	\$7,578,240	-\$3,452,033	-29.5	4
Furniture & Home Furnishings Stores	442	\$8,644,468	\$1,107,164	\$7,537,304	77.3	2
Furniture Stores	4421	\$4,472,675	\$564,131	\$3,908,544	77.6	1
Home Furnishings Stores	4422	\$4,171,792	\$543,033	\$3,628,759	77.0	1
Electronics & Appliance Stores	443	\$8,887,874	\$5,106,313	\$3,781,561	27.0	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,990,274	\$53,002,895	-\$37,012,621	-53.6	14
Bldg Material & Supplies Dealers	4441	\$14,520,331	\$51,318,489	-\$36,798,158	-55.9	13
Lawn & Garden Equip & Supply Stores	4442	\$1,469,943	\$1,684,405	-\$214,462	-6.8	1
Food & Beverage Stores	445	\$44,541,580	\$96,492,220	-\$51,950,640	-36.8	24
Grocery Stores	4451	\$38,312,496	\$91,543,528	-\$53,231,032	-41.0	13
Specialty Food Stores	4452	\$2,968,170	\$1,989,868	\$978,302	19.7	5
Beer, Wine & Liquor Stores	4453	\$3,260,914	\$2,958,824	\$302,090	4.9	6
Health & Personal Care Stores	446,4461	\$22,328,656	\$24,739,233	-\$2,410,577	-5.1	11
Gasoline Stations	447,4471	\$26,997,661	\$36,638,182	-\$9,640,521	-15.1	15
Clothing & Clothing Accessories Stores	448	\$18,523,716	\$9,115,883	\$9,407,833	34.0	11
Clothing Stores	4481	\$13,326,142	\$5,005,034	\$8,321,108	45.4	6
Shoe Stores	4482	\$2,190,550	\$1,459,103	\$731,447	20.0	3
Jewelry, Luggage & Leather Goods Stores	4483	\$3,007,024	\$2,651,745	\$355,279	6.3	3
Sporting Goods, Hobby, Book & Music Stores	451	\$6,928,875	\$22,340,476	-\$15,411,601	-52.7	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,809,400	\$21,949,671	-\$16,140,271	-58.1	8
Book, Periodical & Music Stores	4512	\$1,119,476	\$390,805	\$728,671	48.2	2
General Merchandise Stores	452	\$29,466,264	\$112,627,572	-\$83,161,308	-58.5	8
Department Stores Excluding Leased Depts.	4521	\$17,860,574	\$102,606,093	-\$84,745,519	-70.3	4
Other General Merchandise Stores	4529	\$11,605,689	\$10,021,479	\$1,584,210	7.3	5
Miscellaneous Store Retailers	453	\$9,807,455	\$15,705,788	-\$5,898,333	-23.1	29
Florists	4531	\$809,585	\$1,961,810	-\$1,152,225	-41.6	8
Office Supplies, Stationery & Gift Stores	4532	\$2,798,485	\$3,891,239	-\$1,092,754	-16.3	8
Used Merchandise Stores	4533	\$1,115,534	\$1,313,747	-\$198,213	-8.2	2
Other Miscellaneous Store Retailers	4539	\$5,083,851	\$8,538,992	-\$3,455,141	-25.4	11
Nonstore Retailers	454	\$7,586,318	\$261,868	\$7,324,450	93.3	2
Electronic Shopping & Mail-Order Houses	4541	\$6,192,239	\$0	\$6,192,239	100.0	0
Vending Machine Operators	4542	\$133,196	\$228,478	-\$95,282	-26.3	1
Direct Selling Establishments	4543	\$1,260,883	\$33,390	\$1,227,493	94.8	1
Food Services & Drinking Places	722	\$25,328,194	\$22,989,063	\$2,339,131	4.8	46
Special Food Services	7223	\$1,150,069	\$0	\$1,150,069	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,374,628	\$566,960	\$807,668	41.6	4
Restaurants/Other Eating Places	7225	\$22,803,497	\$22,422,103	\$381,394	0.8	42

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

